



Times are tough. At Expresso, our customers have always stood by us and we want to do our part to stand by you. In light of the recent COVID-19 crisis Expresso has launched the following programs in effort to help.

Team Give-Back Program

YMCA Expresso riders have reached out to us directly to inquire about purchasing a bike for their home. To support our YMCA riders during these challenging times we are offering a deeply discounted price so they can purchase a bike for their home and continue to ride. For each bike purchased by one of your Expresso riders we will give \$300 back to your YMCA. It is our hope that these donations might help support the Y and the communities they serve.

Subscription Assistance Program

Expresso has created a three-month emergency credit for customers facing eLIVE renewals during facility closures. For a limited time, YMCA partners can also take advantage of cost savings through two steeply discounted renewal options. Renewing now is a great way to save and help us provide extra assistance to others.

Expresso Re-Engagement Strategy

YMCA facilities will reopen, and when they do, we will be ready to help re-engage your members. Expresso will be launching a national “Welcome Back” challenge to help your members re-connect with each other and your YMCA.

Expresso Programming Review

Finally, Expresso is offering one-on-one training with our YMCA Experience Manager, Doug Currier, to any Y who might wish to prepare their staff to re-engage their members upon re-opening their branches. We are ready to do our part in helping YMCA’s continue to strengthen their member engagement.

Expresso’s goal is to help YMCA’s engage members through interactive programs and challenges, creating opportunities for members to connect socially while maintaining a healthy lifestyle. We have over 500+ YMCA partnerships built on member engagement programming that supports the YMCA community. This past February Expresso partnered with YMCA’s worldwide to bring awareness and financial support to YMCA annual campaigns through the ***Expresso Rally for the Y***. Expresso kicked things off with a \$.10 contribution per mile for every participating rider, but the bulk of support came from individual members. **82.5% of the \$307,482 raised** came from members soliciting pledges from friends and family and matching corporate sponsors.

To learn more contact sales@expresso.com or go to Express.com/YMCA

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